



*Embrace
the Digital World.*



Digital Transformation & Innovation through Hype Cycles

Learning Objectives:

- Explaining why breakthrough innovation is important in organisations
- Understanding hype cycle and why it is so critical to the process of innovation
- Designing digital initiatives that leverage data and digital technologies to solve business problems and capture new opportunities
- Defining strategies and business models to drive innovation and digital transformation successfully
- Identifying best practices for cultivating digital literacy and digital mindset in your organization.
- Creating a plan for responding to disruption

Driving Digital Transformation & Innovation through Hype Cycles

Day 1 Innovation & Hype Cycles

Morning

- What is innovation
- What is disruptive innovation
- When we need innovation and when we need disruptive innovation

Application A – Case Studies Discussion on Disruptive Innovation and Innovation

Application B – Build and Discuss a Business Needs and Opportunities Register for your organization

Afternoon

- Innovation hype cycles, what they are and why they matter
- Avoiding hype cycle traps
- Innovation and digital transformation beyond the hype

Application C – Reflect how hype has affected different aspects of your life

Application D – Group assessment and discussion on how your organization can avoid hype trap

Day 2 Data & Digital Technologies

Morning

Introduction to

- Cloud Services
- Automation
- Low Code/No Code
- Internet of Things
- Augmented, Virtual and Hybrid Reality
- Machine and Deep Learning

Application E – Incorporate one Digital Technology in your Organization

Afternoon

- Data as the core of digital transformation and innovation
- Types of data
- Data and business needs
- Best practices for data management

Application F – Personal exercise to assess your familiarity with data

Application G – Identity key data in your organization to unlock innovation and digital transformation opportunities

Day 3 Digital Strategy: Planning & Execution

Morning

- Define your digital strategy
- Identify innovation and moonshot goals
- Unlock new business models
- Define a digital transformation Canvas

Application H – Create and discuss in group a digital transformation Canvas for your organization

Afternoon

- Introduce digital transformation and innovation to the organization
- Create a digital culture
- Develop an innovation mindset
- Construct a digital transformation and innovation roadmap

Application I – Create a digital transformation and innovation roadmap for your organization



*Embrace
the Digital World.*



Generative AI for Business

Learning Objectives:

- Understand Generative AI
- Discover how diverse domains like HR, Financial Services, Marketing apply Generative AI
- Navigate ethical, compliance and risks associated to Generative AI
- Identify business opportunities enabled by Generative AI for your organization

Generative AI for Business

Day 1 Introduction & Applications

Morning

- What is GenAI
- How it works
- Data requirement and IT infrastructure

Application A – Group assessment exercise & discussion on the Age of GenAI

Afternoon

- Applications of GenAI in Business (e.g., Marketing, HR, Sales, Retail, Financial Services, Education)

Application B – Case studies discussion on Business Applications of GenAI

Application C – Identify 2 promising applications in your organization and discuss them

Day 2 Frameworks & Tools

Morning

- Define a GenAI strategy
- GenAI Canvas Framework
- BATL Framework for mapping and prioritizing GenAI's initiatives

Application D – In groups define the GenAI strategy for your organization and build a GenAI Canvas

Afternoon

- ChatGPT Enterprise
- Google Duet for Workplace
- Other Tools for various business applications (e.g., classify inquiries from emails, generate videos, translate)

Application E – Use GenAI tools to create an elevator pitch and a short video ad for one of the applications identified in Application C

Day 3 Ethics, Risk & Org Readiness

Morning

- Implication of GenAI for jobs and skills
- Ethical consideration and risk in the use of GenAI
- AI regulation and the impact on GenAI

Application F – In group, draft a GenAI Ethic Policy for your organization

Afternoon

- Identify whether GenAI is right for your company
- Organizational readiness challenged and how to overcome them
- BATL Framework for mapping and prioritizing GenAI's initiatives

Application G – Develop and discuss a BATL framework for your organisation



*Embrace
the Digital World.*



Better Business Insights from Data Analytics

Learning Objectives:

- Understand the importance of using data in supporting business decision
- Discover the CRISP-DM framework and how it can help to gather better business insights from your data analytics projects
- Implement a full CRISP-DM cycle for real business project

A Framework for Better Business Insights from Data Analytics

Day 1

Framework & Business Understanding

Morning

- Explanation of what Data Analytics is
- How Data Analytics helps improving decision making
- Introduction to the CRISP-DM framework

Application A – Case Study Discussion of an application of the CRISP-DM Framework

Afternoon

- Map business problems and opportunities
- Identify business goals and related KPIs
- Determine data mining Goals and KPIs
- Identify strategies for an effective data collection

Application B – In group, define business objectives and requirements of your data analytics project

Application C – In group, collect data for project

Day 2

Data & Modeling

Morning

- Gathering and Describing Data
- Early data exploration and data quality check
- Strategies for an effective data cleaning
- Exploratory Data Analysis (EDA)

Application D – In group, understand the data of your project

Application E – In group, prepare the data for your project and do an EDA

Afternoon

Introduction to key data analytics models:

- Regression
- Time Series
- Decision Tree
- K-Nearest Neighbors

Application F – Case studies discussion of business applications of different data analytics models

Application G – I group, develop two data analytics models for your project

Day 3

Evaluation & Deployment

Morning

- Perform a cost and benefit analysis
- Review the overall data mining process
- Identify possible actions and make a final decision

Application H – In group, evaluate your models in the context of the business problem

Afternoon

- Identify key stakeholders for your project (technical and non-technical)
- Build dashboards for business insights
- Create a project executive summary

Application I – In group, create a project executive summary for your project and pitch it to your non-technical stakeholders